

Message Text

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AMEMBASSY VIENNA

UNCLAS BERLIN 5069

E.O. 11652: NA

TAGS: BEXP, GE, AU

SUBJECT: 1975 LEIPZIG SPRING FAIR BUSINESS DEVELOPMENT OFFICE

REF: BERLIN 5021

USDOC BEWT FOR THOMPSON AND UNKOVIC

VIENNA FOR VONTILLIUS

1. EMBASSY OFFICER VISITED LEIPZIG ON JANUARY 14 TO INSPECT SPACE ALLOCATED FOR BUSINESS DEVELOPMENT OFFICE (BDO) AND TO DISCUSS WITH LEIPZIG FAIR AUTHORITY AND GDR TRAVEL OFFICE VARIOUS ASPECTS OF OUR PLANS. THIS MESSAGE PROVIDES ADDRESSEES WITH OUR IMPRESSIONS AND RECOMMENDATIONS, AS WELL AS INFORMATION REQUESTED IN USDOC 131 AND USDOC 132. BEWT COMMENTS AND INSTRUCTIONS ON FOLLOWING MATTERS SHOULD BE RECEIVED BY COB JANUARY 21 IN ORDER TO PERMIT EMBASSY BERLIN/EWTC VIENNA PLANNING TO GO FORWARD. LEIPZIG FAIR AUTHORITY HAS PROMISED TO COOPERATE WITH US IN REALIZING OUR PLANS BUT DEADLINE FOR MAKING OUR WISHES KNOWN TO THEM IS JANUARY 31.

2. SPACE: WE HAVE BEEN ALLOCATED AN ALMOST RECTANGULAR (9 METERS WIDE X 9.36 METERS LONG) PLOT OF 84 SQUARE METERS IN DESIRABLE LOCATION OF HALLE 16. OUR IMMEDIATE NEIGHBORS WILL BE THE ITALIAN, AUSTRIAN, BRITISH, UNCLASSIFIED

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JAPANESE AND YUGOSLAV INFORMATION BOOTHS. THIS LOCATION

SHOULD ENSURE ACCESSIBILITY TO A BROAD RANGE OF FAIR VISITORS. REGARDING UTILIZATION OF SPACE, EMBASSY BELIEVES THAT A MINIMUM OF THREE OFFICES SHOULD BE LOCATED TO THE SIDE AND BACK (LATTER IS BELOW A 2.7 METERS HIGH BALCONY) OF AREA AND THAT BALANCE OF SPACE BE OPEN AND VISIBLE TO THE GENERAL PUBLIC. TO DISTINGUISH OUR BOOTH FROM THE AISLE, RECOMMEND THAT BOOTH BE SLIGHTLY ELEVATED. A WALL WILL HAVE TO BE ERECTED BETWEEN OUR BOOTH AND THAT OF THE JETRO (JAPAN). ALSO PROPOSE THAT A FRIEZE-TYPE CONSTRUCTION FACING THE AISLE BEAR THE WORDS "U.S.A. BUSINESS DEVELOPMENT OFFICE." AS WE SEE IT, AREA VISIBLE TO PUBLIC WOULD BE ROPED OFF AND USED TO DISPLAY INDUSTRY CATALOGS. PRESUMABLY EWTC CAN PROVIDE SUITABLE DECORATIVE MATERIALS AS REQUIRED FOR BOOTH WALLS.

3. COSTS: BOOTH SPACE RENTAL IS DOLS 3,528 (84 SQUARE METERS AT DOLS 42 PER SQUARE METER). COST OF BOOTH CONSTRUCTION WAS IMPOSSIBLE TO ESTIMATE WITH ACCURACY IN ABSENCE OF OUR EXACT REQUIREMENTS BUT FAIR AUTHORITY EMPLOYS A RULE-OF-THUMB OF MARKS 200-300 PER SQUARE METER. BELIEVE THIS FIGURE RATHER HIGH BUT RECOMMEND THAT BEWT BUDGET DOLS 7,000 FOR THIS PURPOSE. WE SHOULD BE ABLE TO FURNISH BOOTH IN ATTRACTIVE MANNER FOR ABOUT DOLS 150 PROVIDED EWTC CAN MAKE AVAILABLE SHELVING FOR CATALOGS, A REFRIGERATOR AND CARPETING. IF LATTER TWO ITEMS HAVE TO BE RENTED, RESPECTIVE COSTS WOULD BE DOLS 45 AND DOLS 840. A QUALIFIED TRANSLATOR, FULL TIME, WILL COST DOLS 320 (DOLS 5 PER HOUR); A SECRETARY/ RECEPTIONIST, FULL TIME, WILL COST DOLS 304 (DOLS 4.50 PER HOUR). UTILITIES SHOULD RUN NO MORE THAN DOLS 50; INSTALLATION AND OPERATION OF TWO TELEPHONES WILL COME TO DOLS 200. WILL BDO RECEIVE "HOSPITALITY" FUNDS?

4. HOTEL ACCOMMODATIONS: SPACE IS AT A PREIMUM DURING FAIR AND, AS A RULE, ONLY AMBASSADORS AND SENIOR EMBASSY COMMERCIAL OFFICERS RECEIVE SUCH ACCOMMODATIONS, OTHER EXHIBITS PERSONNEL HAVING TO OBTAIN QUARTERS IN PRIVATE DWELLINGS. GDR TRAVEL OFFICE HAS TOLD US IT WOULD UNCLASSIFIED

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ATTEMPT TO SECURE, ON EXCEPTIONAL BASIS, ACCOMMODATIONS FOR BDO PERSONNEL COMING FROM WASHINGTON. UNLESS ADVISED TO CONTRARY, EMBASSY WILL REQUEST SINGLE ROOMS WITH BATH FOR MESSRS TREICHEL (MARCH 3 THROUGH 17), CONNOR AND SHULTZ (MARCH 7 THROUGH 17).

5. AUDIO VISUAL EQUIPMENT: WE EXPECT TO BE ABLE TO FURNISH THE ITEMS REQUIRED BY CONNOR FOR HIS

SLIDE AND FILM PRESENTATIONS.

6. ADVERTISING: IT IS TOO LATE TO ARRANGE FOR A BDO
ADVERTISEMENT DIRECTLY IN FAIR CATALOG OR FOR PRINTING
BY FAIR AUTHORITY OF INSERT FOR CATALOG. EMBASSY IS
INVESTIGATING POSSIBILITY OF FAIR AUTHORITY INSERTING
EWTC-PRINTED ADVERTISEMENT IN CATALOGS.COOPER

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